

# COMMUNICATION

professional major which might be used in preparation for graduate school or as a career as a secondary communication teacher.

A minimum of 72 credit hours including Communication 110, 210, 250, 260, 270, and 310; either 280 or 350 or 365; either 360 or 380; two semesters involving a combination of the following practicums: Communication 95, 96, Theatre 115 and 230; and 38 credit hours in teacher certification courses.

**Minor:** A minimum of 20 credit hours in Communication course offerings. (Not available in Communication/ Business.)

- 095. KAUR-FM RADIO PARTICIPATION. 1 Cr. Hr.**  
Credit for this course will be granted to students who work for KAUR-FM for a full semester under the direction of the station manager. Students must register for this practicum at the beginning of the semester and report to the KAUR station manager for work responsibilities. May be repeated to a maximum of 4 credit hours. Graded only S-U.
- 110. INTRODUCTION TO COMMUNICATION. 3 Cr. Hrs.**  
This introductory course in communication employs a blending of theory and practice. The theory dimension of the course emphasizes the role and function of human communication in the myriad settings which the individual will encounter during their lives. This dimension explores: the nature of human communication; the precepts which govern dyadic, small group, public address and mass communication; and the application of communication in modern society. In addition, the practicum dimension of the course provides students with various opportunities to enhance their speaking, listening and critical thinking competencies. May be applied to Area 2.2.
- 210. (W) RHETORICAL CRITICISM. 3 Cr. Hrs.**  
An introduction to the theory and practice of rhetorical criticism. The student will learn to effectively critique both historical and contemporary public discourse. Students will be exposed to significant discourse in such areas as women's rights rhetoric, presidential rhetoric, civil rights rhetoric, and others. Emphasis will be on developing the student's ability to critically think and create coherent defenses of his/her conclusions. Prerequisite: Communication 110.
- 250. INTERPERSONAL COMMUNICATION. 3 Cr. Hrs.**  
An introduction to the theory and research findings involving interpersonal and nonverbal communication. Emphasis will be on the principles for effective communication in dyadic settings. Course content will be supplemented by a variety of exercises designed to enhance communication competence. Prerequisite: Communication 110, or consent of the instructor. May be applied to Area 1.2.
- 260. PERSUASION. 4 Cr. Hrs.**  
An introduction to the theory and practice of persuasion. The major emphasis of this course will be coactive persuasion. In this area, motivational and attitude theories and message, source, and receiver strategies and techniques will be examined in depth. In addition, the course will introduce alternative scenarios for persuasion, including: combative, non-violent, and coercive stratagems. Prerequisite: Communication 110, or consent of the instructor.
- 270. ADVOCACY AND ARGUMENTATION. 4 Cr. Hrs.**  
The student will be introduced to the skills and techniques of argumentation and will learn to effectively utilize the principles and techniques of advocacy and argumentation by applying them to both written and oral discourse. The course consists of three phases: theoretical, practicum, and evaluative. May be applied to Area 2.2.
- 280. BROADCASTING IN AMERICA. 4 Cr. Hrs.**  
An introductory lecture-laboratory course in electronic media. The history of broadcasting and its social effects will be emphasized, along with the techniques of programming, news